



# ANNUAL REPORT **2022-23**



# Annual Report 2022-23

The roaring twenties (2020's that is!) were off to a rocky start with a global pandemic that, among other challenges, created new barriers to accessing the arts. MASC took the opportunity to develop virtual programming in collaboration with our artists, thereby expanding our reach across the country.

This past year marked an important transition for MASC as we returned to a full season of in-person festivals and events and the majority of our workshops and performances were offered live in classrooms and communities across the region. While we continue to proudly offer quality virtual programming, it is wonderful to be back in the same room as students and community members!

2022-23 also saw the return of the MASC Arts Awards for the first time since 2019, a gala evening that celebrates the success of creative young people at the National Arts Centre.

Read on for many more reasons to look back on this past year with MASC!

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# ABOUT MASC

MASC is committed to offering professional artistic and cultural experiences to children, youth, and adults, including seniors. MASC offers equitable access to those living in equity-deserving neighbourhoods and rural communities.

By bringing artists into communities, MASC reduces economic barriers through subsidized programming as well as removing institutional barriers by providing access to professional arts programming where people live and go to school. MASC brings the arts to the people.

MASC offers in-person programming across Eastern Ontario & Western Quebec. Online programming is offered across Canada. Programs are offered in schools, community settings, and seniors' venues.

It is a priority for MASC to reach equity-deserving communities in these spaces and showcase diversity in all its forms.

## Artists

MASC works with a roster of 60+ professional artists and artist groups.

91%

of our artists identify with the City of Ottawa's list of equity-seeking communities.

Our artists represent a wide diversity of people from a variety of cultural backgrounds including Indigenous peoples, people of colour, and newcomers. We are also proud to represent members from the disability, the 2SLGBTQIA+, and other equity-deserving communities.

More than half of our roster artists offer workshops and performances in both English and French.

An additional 40 artists were employed this year for various events and festivals, making a total of 154 individual artists that MASC worked with in 2022-23.

## Participants

Over 156,000 children, youth, adults and seniors participated in MASC programming.

## Staff and Board



Our staff and board total 17 people, 95% of whom identify with the City of Ottawa's list of equity-seeking communities.



Following her initial internship with MASC through the University of Ottawa's Department of Communication, Amina Touré returned to MASC to lead the PAFO project touring artists across Ontario.

Mary-Margaret Annab extended her 2021 internship as a Metcalf Foundation intern in 2022-23.



Both Mary-Margaret and Amina officially joined the MASC team as permanent staff in the summer of 2023, as Community Program Director and Office and Events Coordinator respectively.

## Volunteers



Our dedicated volunteers contributed 457 hours supporting our events and providing governance support.

## Financial Assistance

Thanks to subsidy funding, MASC was able to support

**\$426,146**  
worth of programming

reaching



**51,890**  
people from equity-deserving communities.



# PROGRAMMING

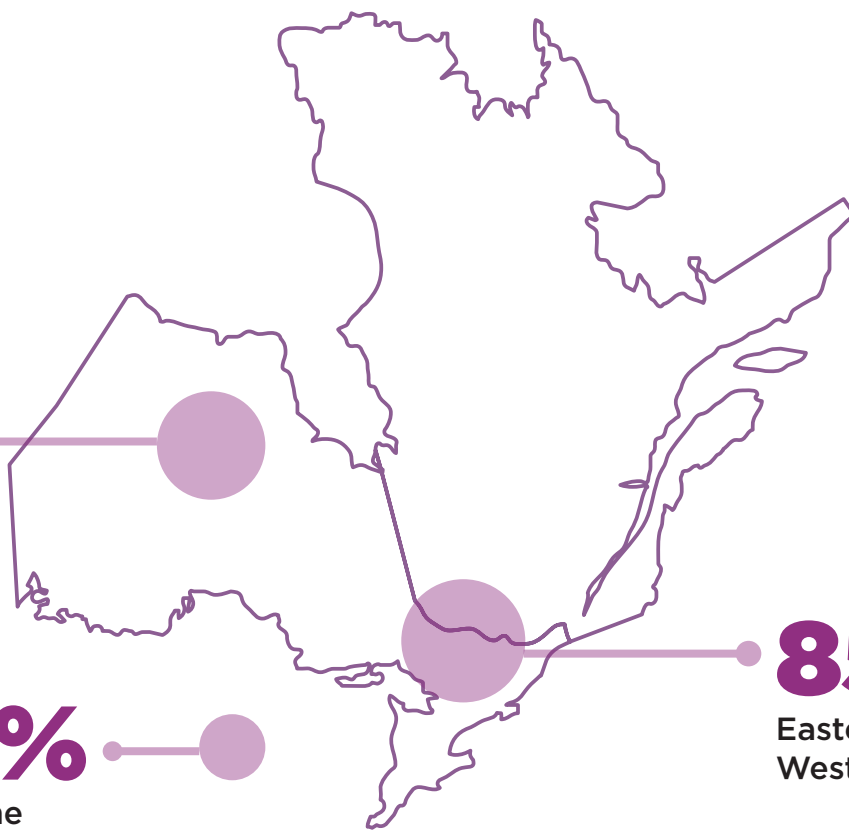
**11%**

Across Ontario



**4%**

Online programming



**85%**

Eastern Ontario and Western Quebec.

## School Program

Building on the legacy that started 33 years ago, MASC's School Program has expanded its reach across the province and across the country.

MASC offers 345 programs across 6 artistic disciplines led by 154 professional artists. MASC now offers specialized programs in partnership with school boards providing opportunities for students to explore cross-disciplinary curriculum-based subjects through an arts and culture lens.

Through experience and reflection, students learn about diverse topics, including Indigenous Studies, Natural Sciences, Cultural and Social Studies. Through collaborations with MASC artists, beautiful murals, engaging videos, live performances and more were created by the participants.

MASC is fortunate to work with over:

**129,000** students

**287** schools across Ontario and Western Quebec

**12** French School boards

**27** English School boards



## Community Program

MASC delivered a variety of community arts programming in English and French in rural and equity-deserving communities across Ottawa and surrounding areas. Programming ranged from workshop series to performances.

**27,000+** children, youth, and adults, including 5000 seniors!

**91** community venues for programs of all ages, including 16 seniors' venues!

MASC works in close partnership with local partners including community centres, libraries, seniors' venues, childcare centres, festivals such as Winterlude, and more.

**PassepART:** PassepART is a micro-grant program managed by the Fédération culturelle canadienne-française (FCCF).



**71** PassepART projects



**170** workshops



**45** performances



**9** residencies



**12,138** Franco-Ontarian students across Ontario

**PAFO Tour:** MASC secured funding from the Programme d'appui de la francophonie-ontarienne (PAFO) and launched a pilot project for pan-provincial tours in Franco-Ontarian schools. The project was successful, reaching 29 schools, 10,000 participants and offering Ottawa artists the opportunity to tour.



**Franco-Ontarian Programming:** MASC recognizes the importance of bringing programming into Franco-Ontarian schools and communities.



**570** workshops



**134** performances



**31,645** participants.

**Truth & Reconciliation:** MASC continues to work with our Indigenous Advisory Committee to review all Indigenous programming.

MASC secured a City of Ottawa Capacity Building grant to offer Indigenous Awareness training and create new policies.

MASC developed a three-year Reconciliation Legacy Project to offer:

- subsidized Indigenous programming in schools and communities
- artistic programming offered in partnership with Indigenous groups/communities
- internships for new-to-MASC Indigenous artists.



## Kitigan Zibi Cultural Camp

In July 2023, 80 children and youth from Kitigan Zibi Anishinabeg First Nation and Barriere Lake participated in a two-week art and culture camp at the Kitigan Zibi Anishinabeg Pimadijwowingaming (Cultural Centre).

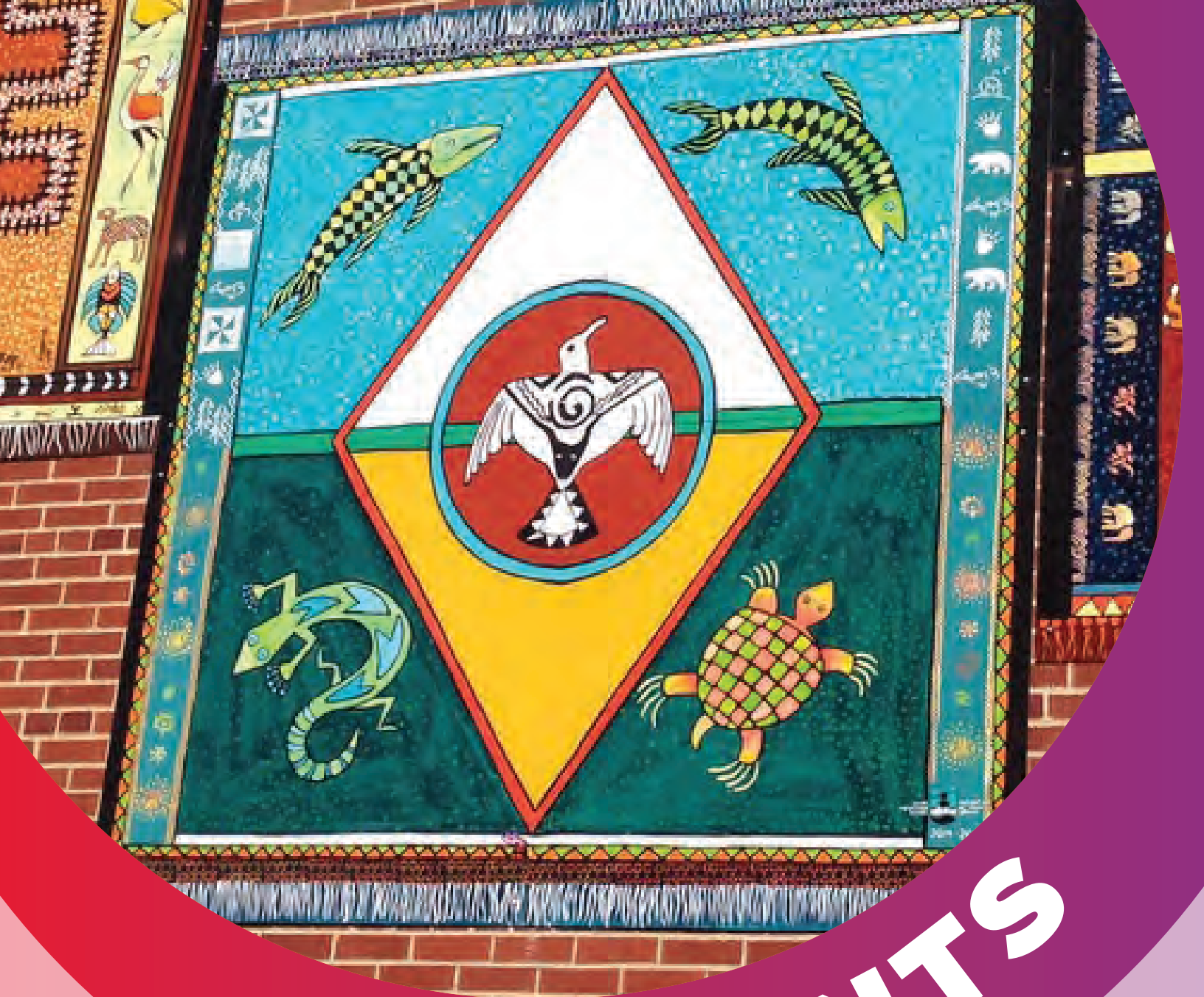
The project was held in partnership with the Kitigan Zibi Cultural Centre, directed by Algonquin Anishinaabe artist Simon Brascoupe and MASC English Program Director Alejandro Salgado Cendales.

MASC gratefully acknowledges the financial support of the City of Ottawa and the Ottawa Community Foundation.

The second year of Reconciliation Legacy Fund programming will continue through to August 2025 thanks to Ottawa Community Foundation support.







# EVENTS

## Awesome Arts en folie

### Awesome Arts en folie

MASC offered the 18th edition of the award-winning Awesome Arts en folie program in Lowertown and Sandy Hill.



▶ **3** months



▶ **180+** residents



▶ **12** arts residencies



▶ **70** workshops

The free Festival was held on March 31st 2023 at Viscount Alexander Public School, and a public vernissage of the artwork created was held on April 1st 2023 in partnership with the Ottawa Art Gallery.

## MASC Young Authors & Illustrators Festival

### MASC Young Authors and Illustrators Festival 32nd edition

On April 14th 2023, MASC returned to an in-person edition of the MASC Young Authors and Illustrators Festival, led by Artistic Director Faith Seltzer. Students in grades six to eight registered for a day of literary activities including artist presentations and hands-on master classes. Hosted by JustJamaal ThePoet, the event featured workshops led by five authors and illustrators: Catherine Austen, Philippa Dowding, Soyeon Kim, Adrienne Kress, Kean Soo and Tim Wynne-Jones.



### MASC Arts Awards

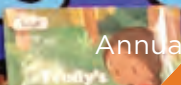
MASC Arts Awards is a celebration of students in Grades 6 to 8 who are passionate, creative and would benefit from support to explore their artistic development outside the school setting. All nominated students were honoured at 22nd MASC Arts Awards on May 12, 2023, at the National Arts Centre.



### Festival de danse en milieu scolaire

The 8th edition of FDMS took place in March 2023 with 74 Franco-Ontarian participants and 15 teachers from 7 high schools across the province, and 30 professional dancers, choreographers, and artistic directors.

# COMMUNICATIONS AND OUTREACH





## Staff

In September 2022, MASC developed a new Communications Director position hiring Jessica Ruano, and Chloé Beaulieu joined the team as Graphic Designer.

## Communications

MASC invested in improvements to our database improving administrative efficiencies and marketing reach.



MASC produced monthly newsletters delivered by Mailchimp reaching over 3500 subscribers.

## Media Coverage

Increased efforts to connect with media resulted in 33 articles and programs with CBC / Radio-Canada, CTV Ottawa, Rogers Television / TV Rogers, Le Droit, CHUO 89.1 FM, Lowertown Echo, The Low Down, and 580 CFRA, as well as an ongoing partnership with Apt613.ca and Le Pressoir.



*CBC interviews an Awesome Arts' participant.*

## Promotional videos

MASC invested in the creation of 6 additional artist promo videos in French and English. Each year we aim to produce videos to highlight new roster artists and changes to programming.

## Community Arts Education Award

MASC offered the 2nd annual Community Arts Education Award in partnership with the Ottawa Arts Council, an initiative also supported by Arts Network Ottawa and JustJamaal ThePoet.

The 2023 Community Arts Education Award was presented to Jesse Stewart.

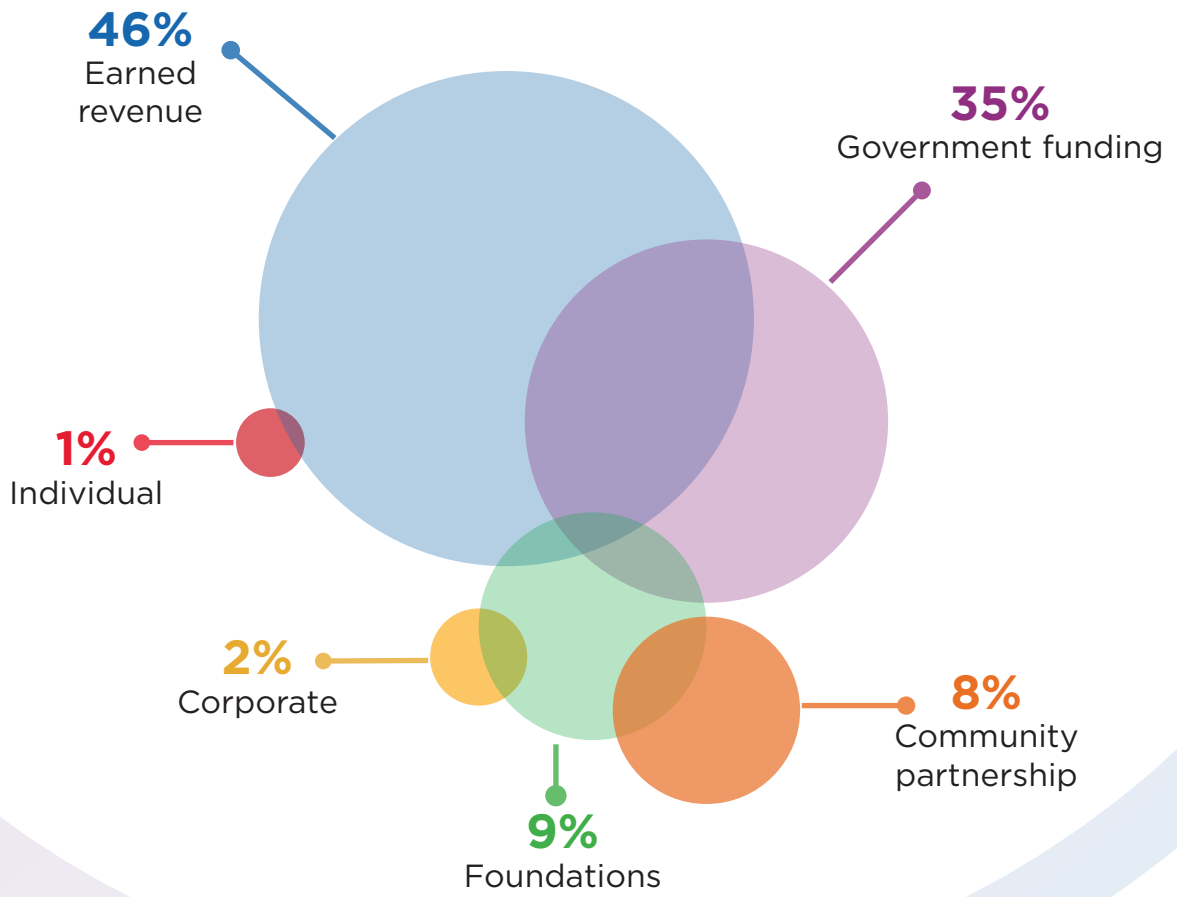




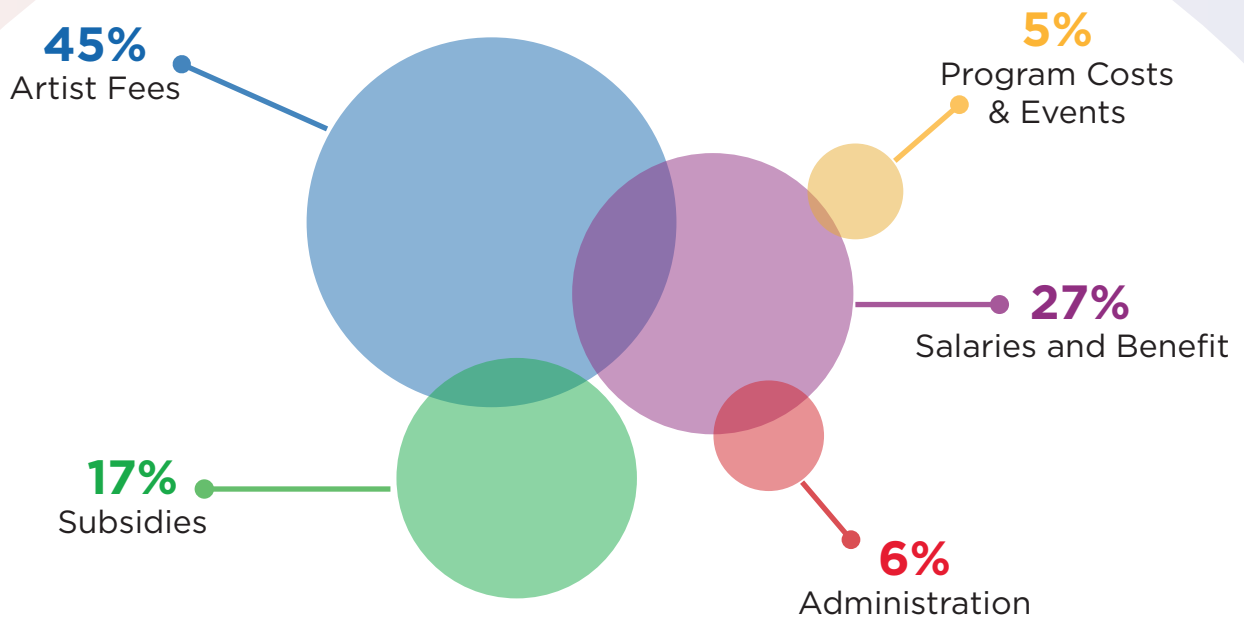
# FINANCES



# Revenue



# Expenses





# Statistics

Details	Totals 2022/2023	Totals 2021/2022**	Totals 2020/2021**	Totals 2019/2020*	Totals 2018/2019
Participants	156,000	252,778	217,600	65,191	122,044
Workshops	1,772	2,259	1,869	1,165	1,858
Performances	596	811	585	508	490
Professional Artists	154	138	133	133	138
% French Bookings	37%	39%	46%	25%	25%
% English Bookings	53%	45%	45%	58%	60%
% Bilingual Bookings	10%	16%	9%	17%	15%
Schools	287	368	241	230	255
School boards	38	29	28	14	16
Private schools	7	10	1	10	8
Community groups	91	72	58	62	61
Seniors Venues	16	20	22	33	13
Artist Fees	\$827,413	\$811,489	\$615,474	\$429,638	\$574,254

\* Reduced due to school strike and COVID

\*\*online programming during COVID resulted in higher numbers due to different structure of programs

## From the Executive Director

Doesn't it feel great to be back in person? Our team at MASC was proud to have worked with our artists to create quality virtual programming over the past few years, but there's a special kind of magic about being in the same room as a MASC artist.

This year we transitioned back to predominantly in-person programming, with all of our festivals and events taking place in schools and venues on the unceded territory of the Algonquin Anishnaabe people here in Ottawa.

Watching the students excitedly participate in the MASC Young Authors and Illustrators Festival and Festival de danse en milieu scolaire was incredibly heart-warming and an important reminder of why we do what we do. Through their shared love of literature and dance, these young people delighted in this unique opportunity to form foundational connections with their chosen art form(s) and with each other.

For the first time since 2019, we were able to host the MASC Arts Awards at the National Arts Centre. This event makes a profound difference in the lives of creative students. One notable example is Leticia Alvarez, who won the Literary Arts Award in 2013 and was honoured this year for her continued commitment to her craft. Her writing mentor through MASC, Frances Itani, was in attendance.

And here's another something wonderful: it's been ten years since I joined the MASC team. What a ride! I think about all the amazing board members, staff, partners, and participants I've had the pleasure of working with since 2013. And now I get to lead an incredible team of creative individuals who are each leaders in their own right. Bring on the next decade!



**MICHELINE SHOEBRIDGE,**  
*Executive Director*



# STAFF

**MICHELINE SHOEBRIDGE**  
*Executive Director*

**ALEJANDRO SALGADO CENDALES**  
*English Program Director*  
*Diversity and Inclusion Director*

**CHANTAL RACINE/AMA OUATTARA**  
*French Program Director*

**MARY-MARGARET ANNAB**  
*Community Program -*  
*Metcalf Foundation Intern*

**JESSICA RUANO**  
*Communications Director*

**KATRYN HEPWORTH**  
*Bookings Manager*

**YANA K.M**  
*Office Manager and Bookings Coordinator*

**CHLOÉ BEAULIEU**  
*Graphic Designer*

**WENDY HARTLEY**  
*Executive Consultant*

**FAITH SELTZER**  
*Artistic Director, MASC Young Authors*  
*and Illustrators Festival*

**AMINA TOURÉ**  
*PAFO Tour Coordinator*





## Letter from the Board of Directors

MASC has had another successful year bringing professional artistic experiences to schools and communities in Ontario, Western Quebec and beyond. This is thanks to our dedicated and effective staff, led by Micheline Shoebridge as well as our amazing and diverse roster of MASC artists. On behalf of the board, I want to recognize and thank these people who deliver on MASC's vision every day.

Equity, diversity and inclusion goes to the heart of MASC's values and our mission. Our mandate is focused on deepening cultural awareness and giving vivid demonstration of Canada's diversity. We approach this with an active sense of responsibility. This year, MASC staff, artists and board members participated in the powerful Kairos Blanket Exercise as well as a day-long session with Archipel Research to deepen our awareness of the experiences of indigenous Canadians.

Over the last year, the board continued to work closely with the staff to remain aware of MASC's work and provide advice

and support where needed. We also undertook a risk assessment to promote MASC's future health that will help to guide our work going forward.

MASC is grateful for the many donors and funders who support our programs and the subsidies that help ensure that the arts reach those who need them most. The board is also working to build the operational funding that supports the staff and equipment we rely on to deliver this amazing work. Fundraising and attracting new donors will be a continued area of focus for the board in the coming years.

Personally, I feel very privileged to be a part of such a positive and dynamic organization that continues to create an inclusive community that thrives through the power of the arts.



**COLIN HENEIN,**  
*Chair of the Board of MASC*

## Board of Directors

**COLIN HENEIN**  
*Chair*

**JUAN-LUIS VASQUEZ**  
*Vice-Chair*

**MAGDA-LENA CAPKUN**  
*Secretary*

**SHELDON RICE**  
*Treasurer*

**CINDY VACHON**  
*Director*

**GERALD DRAGON**  
*Director*

**STEFAN KEYES**  
*Director*

**JENNIFER BOUDEWYN**  
*Director*

**AMANDA WEST LEWIS**  
*Director*

**HEANDEL BEAUBRUN**  
*Director*

**ÉTIENNE TRÉPANIÉRIE**  
*Director*

# SUPPORTERS



# Season Sponsors



Sally Hough Foundation



# Subsidy Partners



Cajole Inn Fund

Crabtree Foundation



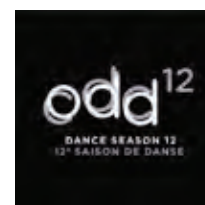
# Event Partners



Sandy Hill  
Community  
Health Centre



Centre de santé  
communautaire  
Côte-de-Sable





**MASC is very grateful to the individuals that generously donated in 2022-2023:**

***Individuals:***

Mark Curfoot  
Kathryn Ferris  
Diego Garcia  
Margaret Glossop  
Marianne Gregoire  
Wendy and Tim Hartley  
Jim Harmon  
Colin Henein  
Anthony Leaning  
Bonnie Mabee  
Don McGregor  
Amanda West Lewis  
Chantal Racine  
Richard Robicheau  
Elsbeth Ross  
Jessica Ruano  
Jose Ruano  
Tom Shoebridge  
Faith Seltzer  
Juan-Luis Vasquez

***Corporate:***

Boyden  
Canada Helps  
Fidelity Insurance  
Ottawa Hospital Foundation  
Royal Bank Wealth Management - Steven Brougham

***Foundations & Funds:***

Brodhead Fund  
French Family Foundation  
Harry P Ward Foundation  
Harvey and Louise Glatt Fund - OCF

***Creative Partners***

Allegro Music School  
National Arts Centre  
Ottawa Art Gallery  
Ottawa Children's Theatre  
Ottawa School of Art  
The School of Dance

***Photography/ Videos:***

Craig Conoley  
Martin Lipman  
Mélanie Provencher

